



**KTVI**  
2250 Ball Drive  
St. Louis, MO 63146  
(314)213-2222

# CONTRACT

Contract / Revision	Alt Order #
581784 /	09837445
<u>Product</u>	
NRCC IE 2012	
<u>Contract Dates</u>	<u>Estimate #</u>
10/12/12 - 10/18/12	3313
<u>Advertiser</u>	<u>Original Date / Revision</u>
National Republican Congressional Committee	10/08/12 / 10/09/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KTVI	Jared Salles
<u>Special Handling</u>	
Do Not Mail	
<u>Demographic</u>	
Adults 35+	
	<u>Total Ratings</u>
	84.20
<u>IDB#</u>	<u>Advertiser Code</u>
8380	155
<u>Agency Ref</u>	<u>Advertiser Ref</u>
	,

And:

**National Media Research Planning & Placement**  
815 Slaters Lane  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	<u>Totals</u>	
												Spots	Amount
N 1 2	10/15/12	10/15/12	530a-6a		530a-6a		:30				NM	1	\$1,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	M-----					1	\$1,000.00	3.60			
N 2 2	10/17/12	10/17/12	530a-6a		530a-6a		:30				NM	1	\$1,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	--W----					1	\$1,000.00	3.60			
N 3 2	10/18/12	10/18/12	530a-6a		530a-6a		:30				NM	1	\$1,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	---T---					1	\$1,000.00	3.60			
N 4 2	10/12/12	10/12/12	Fox 2 Morning News		7a-730a		:30				NM	1	\$1,400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	----F--					1	\$1,400.00	4.80			
N 5 2	10/15/12	10/15/12	Fox 2 News at 7 am		7a-730a		:30				NM	1	\$1,400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	M-----					1	\$1,400.00	4.80			
N 6 2	10/16/12	10/16/12	Fox 2 Morning News		7a-730a		:30				NM	1	\$1,400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	-T-----					1	\$1,400.00	4.80			
N 7 2	10/17/12	10/17/12	Fox 2 Morning News		7a-730a		:30				NM	1	\$1,400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	--W----					1	\$1,400.00	4.80			
N 8 2	10/18/12	10/18/12	Fox 2 News at 7 am		7a-730a		:30				NM	1	\$1,400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	---T---					1	\$1,400.00	4.80			
N 9 2	10/14/12	10/14/12	Fox 2 News Sunday Morning	8a-830a			:30				NM	1	\$600.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	-----S					1	\$600.00	2.80			
N 10 2	10/12/12	10/12/12	M-F 9a-10a	9a-930a			:30				NM	1	\$550.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/08/12	10/14/12	----F--					1	\$550.00	3.00			
N 11 2	10/15/12	10/15/12	M-F 9a-10a	9a-930a			:30				NM	1	\$550.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:	10/15/12	10/21/12	M-----					1	\$550.00	3.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Advertiser		
National Republican Conf		
Original Date / Revision		
10/08/12 / 10/09/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Totals					
									Rate	Rtn	Type	Spots	Amount	
N 12 2		Start Date 10/17/12	End Date 10/17/12	Weekdays M-F 9a-10a	Spots/Week	Rate	Rating							
		Start Date Week: 10/15/12	End Date 10/21/12	Weekdays --W----	Spots/Week 1	Rate \$550.00	Rating 3.00					1	\$550.00	
N 13 2		Start Date 10/16/12	End Date 10/16/12	Weekdays M-F 430p-5p	Spots/Week	Rate	Rating							
		Start Date Week: 10/15/12	End Date 10/21/12	Weekdays -T-----	Spots/Week 1	Rate \$700.00	Rating 3.50					1	\$700.00	
N 14 2		Start Date 10/17/12	End Date 10/17/12	Weekdays M-F 430p-5p	Spots/Week	Rate	Rating							
		Start Date Week: 10/15/12	End Date 10/21/12	Weekdays --W----	Spots/Week 1	Rate \$700.00	Rating 3.50					1	\$700.00	
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type				
	1	2	10/15/12-10/21/12	M-F 430p-5p	430p-5p	--W-----	:30	\$700.00	3.50	NM				
				See MG 14.2										
	2	2	10/15/12-10/15/12	M-F 430p-5p	430p-5p	M-----	:30	\$700.00	3.50	NM				
				④ MG for 14.1 10/17										
N 15 2		Start Date 10/18/12	End Date 10/18/12	Weekdays M-F 430p-5p	Spots/Week	Rate	Rating							
		Start Date Week: 10/15/12	End Date 10/21/12	Weekdays ---T---	Spots/Week 1	Rate \$700.00	Rating 3.50					1	\$700.00	
N 16 2		Start Date 10/15/12	End Date 10/15/12	Weekdays MLB World Series on FOX	Spots/Week	Rate	Rating							
		Start Date Week: 10/15/12	End Date 10/21/12	Weekdays M-----	Spots/Week 1	Rate \$4,000.00	Rating 6.50					1	\$4,000.00	
N 17 2		Start Date 10/18/12	End Date 10/18/12	Weekdays MLB World Series on FOX	Spots/Week	Rate	Rating							
		Start Date Week: 10/15/12	End Date 10/21/12	Weekdays ---T---	Spots/Week 1	Rate \$4,000.00	Rating 6.50					1	\$4,000.00	
N 18 2		Start Date 10/15/12	End Date 10/15/12	Weekdays 9p News Delayed	Spots/Week	Rate	Rating							
		Start Date Week: 10/15/12	End Date 10/21/12	Weekdays M-----	Spots/Week 1	Rate \$2,000.00	Rating 5.20					1	\$2,000.00	
N 19 2		Start Date 10/16/12	End Date 10/16/12	Weekdays 9p News Delayed	Spots/Week	Rate	Rating							
		Start Date Week: 10/15/12	End Date 10/21/12	Weekdays -T-----	Spots/Week 1	Rate \$2,000.00	Rating 5.20					1	\$2,000.00	
N 20 2		Start Date 10/13/12	End Date 10/13/12	Weekdays 9p News Delayed	Spots/Week	Rate	Rating							
		Start Date Week: 10/08/12	End Date 10/14/12	Weekdays -----S-	Spots/Week 1	Rate \$1,200.00	Rating 3.70					1	\$1,200.00	
											Totals	84.20	20	\$27,550.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/21/12	20	\$27,550.00	\$23,417.50
<b>Totals</b>	<b>20</b>	<b>\$27,550.00</b>	<b>\$23,417.50</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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